**Timeline for 1,000,000,000 Word Campaign**

**March 2011**

Contact local universities to set up practicums for 2011/2012 academic year

Begin making request to staff, student, and parents for book donations to supply reading bins.

**April and May of 2011**

Contact Potential External Partners to line up support and contributions needed for next year.

* Public libraries
* Theme Park—Discounted or bulk rate passes for May 2012

Continue making requests to staff, faculty, and parents for book donations to supply reading bins.

Look into applications for tracking word counts

**Catch students and staff members reading and photograph—to be used in first Animoto slideshow?**

Identify a couple clubs or teams to take on Club/Team Week for the first few weeks of school.

Speak with core teachers and staff (ITRT, Marketing, English) that are necessary for the success of the program to ensure they buy-in and are willing to lend support

Communicate with JAG time teachers

Place collection development book order

**August 2011—Before School Work Days**

Contact external partners as necessary.

Ensure sponsorship is acknowledged and promoted.

Confirm news coverage scheduling.

Generate marketing materials, include sponsor information

Continue making requests to staff, faculty, and parents for book donations to supply reading bins.

Generate Grand prize nomination rules and forms

Produce tracking plan to track the amount students read

Kick off meeting with administration and staff to introduce 100,000,000 Word Campaign

Start the staff favorites effort.

Create a graphic tracker for each academy for the entry way of the school

Subscribe to Animoto

Create word tracking tables or wiki pages

**Perhaps create the first slide show using staff members or pictures taken from Spring 2011?**

Ensure student media permission forms are turned in.

Ensure all technology equipment is functioning properly.

**Ongoing Activities throughout 2011/2012 Academic Year**

Continue making requests to staff, faculty, and parents for book donations to supply reading bins.

Reminding and following up with clubs and teams about their Club/Team Week

Practicum students tracking word counts, and perhaps the most popular materials?

Booktalks to English classes

Animoto slide shows

Student on the Street videos

Arranging for “celebrities” to share their favorite books or importance of reading in their lives?

**September 2011**

100,000,000 Words Campaign Kick Off

Jump start the grand-prize nomination campaign.

Encourage staff signups for the lunchtime reading table.

Contact clubs and teams about Club/Team Weeks

Schedule with English Department teachers to schedule book talks.

Schedule ITRT training on Flip Cams with A/V club students, school newspaper students, and those studying marketing and business

Continue making requests to staff, faculty, and parents for book donations to supply reading bins.

**October**

Vote on live event nominations

**November 2011**

Schedule live event winner or runner up

**April 2012**

Planning for live event

**May 2012**

Planning for live event

Send out permission slips for academy field trip to theme park

Tabulate and announce winning academy

**Forms and other items to be created:**

Shelf tags for staff favorites

Should we include a permission form for media use?

Should we include a permission form for students’ pictures to be used in slide shows and video?

Nomination forms for the live event scheduled for the end of school year

Ballots for voting on the nominated live event

Permission trip to theme park

**Expenses**

Marketing

Printing materials: ink and paper, lamination?, --does out SLMC budget cover it?

Animoto subscription

Flip cameras, cords

Dry-erase board for cafeteria table?

Hopefully prizes will be donated

Theme park tickets

Even if the live event is donated, the school will probably incur some expenses